

SWIMATHON
27-29 April 2012
Weekend



The Swimathon Weekend Privacy Policy

Limelight Sports manages the events and activities comprising the Swimathon Weekend ("Event") on behalf of the Swimathon Foundation ("We"/"Us"/"Our"). The Swimathon Foundation is committed to preserving the privacy of all visitors to www.swimathon.org. Please read the following privacy policy to understand how we use and protect the information that you provide to us that can identify you. By registering or donating on this website, you consent to the collection, use and transfer of this information under the terms of this policy.

INFORMATION THAT WE COLLECT FROM YOU

When you visit, register or donate on www.swimathon.org, you may be asked to provide certain information about yourself including your name, contact details and credit or debit card information. We may also collect information about your usage of our website as well as information about you from messages you post to the website and e-mails or letters you send to us. To maintain customer service standards and to assist staff training, we may record and monitor incoming calls.

USE OF YOUR INFORMATION

Your information will enable us to provide you with access to all parts of our website and to allow you to participate in the Event. It will also enable us to take payment from you and to contact you where necessary concerning your participation in the Event and/or our organisation. We will also use and analyse the information we collect so that we can administer, support, improve and develop the events.

In particular, we may use your information to contact you for your views on the Event or our other activities and to notify you occasionally about important changes or developments to the website or the Event. Further, where you have consented, we might also use your information to let you know by email about other events or updates which may be of interest to you. If you change your mind about being contacted in the future, please let us know by e-mailing info@swimathon.org or calling 0845 36 700 36.

DISCLOSURE OF YOUR INFORMATION

The information you provide to us may be accessed by or given to third parties, some of whom may be located outside the European Economic Area, who act for us for the purposes set out in this policy or for other purposes approved by you. Those parties process information, fulfil and distribute information to participants, process credit/debit card payments and provide support services on our behalf. We may also pass aggregate information on the usage of our website to third parties but this will not include information that can be used to identify you.

Where you have consented when providing us with your details, we may also allow Big Splash, British Swimming, Marie Curie Cancer Care, Sport Relief, trusted third parties and partners of ours, to contact you occasionally about activities, products or services which may be of interest to you. They may contact you by e-mail. If you

change your mind about being contacted by any of these organisations in the future, please let us know by e-mailing info@swimathon.org.

Finally, if our organisation enters into a joint venture with or is sold to or merged with another organisation, your information may be disclosed to our new partners.

Please note that countries outside the European Economic Area may have different data protection laws to the UK, or no data protection laws. However, we will take reasonable steps to ensure that your information is used by third parties in accordance with suitable policies

Unless required to do so by law, we will not otherwise share, sell or distribute any of the information you provide to us without your consent.

COOKIES

Cookies are small amounts of information which we may store on your computer. Unless you have indicated your objection when disclosing your details to us, our system will issue cookies to your computer when you log on to the site. Cookies make it easier for you to log on to and use the site during future visits. They also allow us to monitor website traffic and to personalise the content of the site for you. You may set up your computer to reject cookies by following the relevant instructions which can be found at <http://www.aboutcookies.org/>. In that case, you may not be able to use certain features on our site.

SECURITY AND DATA RETENTION

We employ security measures to protect your information from access by unauthorised persons and against unlawful processing, accidental loss, destruction and damage. We will retain your information for as long as is necessary for the purposes for which that personal information was given to us.

ACCESSING AND UPDATING

You are entitled to see the information held about you and you may ask us to make any necessary changes to ensure that it is accurate and kept up to date. If you wish to do this, please contact us at info@swimathon.org. We are entitled by law to charge a fee of £10 to meet our costs in providing you with details of the information we hold about you.

CHANGES TO OUR PRIVACY POLICY

Any changes to our privacy policy in the future will be posted to the website and, where appropriate, through e-mail notification.

CONTACT

All comments, queries and requests relating to our use of your information are welcomed and should be addressed to info@swimathon.org.

